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Re:	23528-030
Application Serial No.:	09/645,292

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Documents:

Pages	Description
1	Transmittal Form
10	Amendment Under rule 37 CFR 1.111 [to non final office action of 01/04/06]

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PTO/SB/21 (09-04)

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TRANSMITTAL FORM (to be used for all correspondence after initial filing)	Application Number	09/645,292
	Filing Date	August 24, 2000
	First Named Inventor	Smith, Linda M.
	Art Unit	3622
	Examiner Name	Janvier, Jean D.
	Attorney Docket Number	23528-030
Total Number of Pages in This Submission		

ENCLOSURES (Check all that apply)		
<input type="checkbox"/> Fee Transmittal Form <input type="checkbox"/> Fee Attached <input checked="" type="checkbox"/> Amendment/Reply <input type="checkbox"/> After Final <input type="checkbox"/> Affidavits/declaration(s) <input type="checkbox"/> Extension of Time Request <input type="checkbox"/> Express Abandonment Request <input type="checkbox"/> Information Disclosure Statement <input type="checkbox"/> Certified Copy of Priority Document(s) <input type="checkbox"/> Response to Missing Parts/Incomplete Application <input type="checkbox"/> Response to Missing Parts under 37 CFR 1.52 or 1.53	<input type="checkbox"/> Drawing(s) <input type="checkbox"/> Licensing-related Papers <input type="checkbox"/> Petition <input type="checkbox"/> Petition to Convert to a Provisional Application <input type="checkbox"/> Power of Attorney, Revocation Change of Correspondence Address <input type="checkbox"/> Terminal Disclaimer <input type="checkbox"/> Request for Refund <input type="checkbox"/> CD, Number of CD(s) _____ <input type="checkbox"/> Landscape Table on CD	<input type="checkbox"/> After Allowance Communication to TC <input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences <input type="checkbox"/> Appeal Communication to TC (Appeal Notice, Brief, Reply Brief) <input type="checkbox"/> Proprietary Information <input type="checkbox"/> Status Letter <input checked="" type="checkbox"/> Other Enclosure(s) (please identify below): Authorization to charge Deposit Account No. 50-1847.
Remarks		

SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT

Firm Name	Manatt, Phelps & Phillips		
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Date	March 31, 2006	Reg. No.	45,740

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Signature	<i>Vicki Lorist</i>	
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		March 31, 2006

This collection of information is required by 37 CFR 1.5. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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MAR 31 2006

23528-030
Patent**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicant: Linda M. Smith, *et al.*
Serial No.: 09/645,292
Filed: 08/24/2000
For: TARGETED MARKETING
SYSTEM AND METHOD

Confirmation No.: 3365
Art Unit: 3622
Examiner: Janvier, Jean D.
Attorney Docket No: 23528-030

CERTIFICATION OF FACSIMILE TRANSMISSION

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Date: 3-31-06 By: V-L-C
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AMENDMENT UNDER RULE 37 CFR § 1.111

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

This Amendment is submitted under 37 C.F.R. § 1.111 in response to the Office Action mailed January 4, 2006. Please amend the above-identified application and consider the following remarks as follows:

Amendments to the Claims are reflected in the listing of claims and begin on page 2 of this paper.

Remarks/Arguments begin on page 7 of this paper.